

Installation Art as a visual art that supports the presence of the viewer to confront social isolation

Heba Tullah Osman Abd Elrahim Zohny

Associate Professor, Faculty of Applied Arts, Helwan University, hebazohny97@gmail.com

Associate Professor, Faculty of Applied Arts, Badr university in Cairo, Heba.zohny@buc.edu.eg

Abstract:

In today's digital age, technology has revolutionized everyday life by providing digital access to everything around us. This has significantly impacted people's contact and public activities. The pandemic has also imposed restrictions on physical contact and interaction, leading to increased virtual possibilities and distance-based solutions. As a result, many societies have become isolated, reducing interaction in all fields, including arts. This has led to a critical need to encourage physical connection and interaction again, resulting in the rise of interactive activities. Installation art is a contemporary art that is not easily defined due to its complex structure. It is connected to the participatory nature of some pieces and site-specific aspects. Installation art is not limited to specific materials or rules but can be made up of various materials and influences various senses through various sensual components like sounds, light, and videos. It can include unlimited forms of art such as painting, sculpture, performance, and video art. Additionally, installation art has an extra advantage of being site-specific, allowing it to change its features when shown in different spaces. Study focus: This study focuses on addressing the issue of social isolation that arose during a pandemic that caused illnesses to spread over the world, forcing people to stay at home and stop engaging in daily activities. describing the useful function of installation art and its capacity to provide the audience with a singular, integrated live experience that is impossible to achieve from a distance. Problem: The dominance of digital and media technologies in all facets of our lives and its detrimental effects, which result in social isolation and a lack of genuine involvement with all activities, including the visual arts, are the research problem. Objective: In order to create an artwork that encourages viewers to engage physically with the artwork, the research aims to activate the role of installation art as a distinctive artistic whole experience. Methodology: To highlight the idea of "Draw your shades by your own hands," an exhibition was held. The purpose of the exhibition was to spread the message that everything in nature has an impact on its surroundings. For example, a tree provides shade on the ground, air, and homes for birds, and a good person spreads his generous nature to those surrounding him, positively influencing them. The more attractive you are, the more favorable you appear to others. So, attempt to be excellent. Twenty-five installation works of art were on display.

Paper History:

Paper received August 8, 2024, Accepted November 7, 2024, Published on line January 1, 2025

Keywords:

Installation Art -Spectatorship -Interactive visual art-social isolation

References:

- 1- Alexander Orlova. (2020). Installation as a featured form of art. Advances in Social Science, Education and Humanities Research, Vol.469. Atlantis Press.2020.
- 2- Liming Han, Hiyan Gong. (2022). On the critical Role of Modern Instillation Art. Fronters in Art Research, vol.4 Issue 6, Francis Academic Press, UK.

CITATION

Heba Tullah Zohny (2025) Installation Art as a visual art that supports the presence of the viewer to confront social isolation, International Design Journal, Vol. 14 No. 6, (January 2025) pp 447-454